AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently amended) A method comprising:

activating at least one transponder having information associated therewith via a wireless interrogation signal with a reader device, wherein the at least one transponder is associated with a visual representation for a user of the device that identifies at least one ~~function to be performed by~~ user application to be invoked at the device upon machine-reading the associated at least one transponder to perform a function identified by the visual representation;

receiving the associated information from the activated transponder in response to the wireless interrogation signal;

invoking ~~an~~ the user application at the device, identified at least in part by the information received from the activated transponder~~, wherein the application relates to the visual representation associated with the activated transponder~~; and

performing the function identified by the visual representation associated with the activated transponder in response to execution of the invoked user application.

2. (Previously presented) The method as in Claim 1, wherein the at least one transponder is associated with a visual representation by associating at least a text message with at least one of the transponders, wherein the text message identifies the function associated with the respective transponder.

3. (Previously presented) The method as in Claim 1, wherein the at least one transponder is associated with a visual representation by associating at least an image with at least one of the transponders, wherein the image identifies the function associated with the respective transponder.

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4. (Previously presented) The method as in Claim 1, wherein the at least one transponder is associated with a visual representation by positioning an item including the visual representation proximate its associated transponder.

5. (Previously presented) The method as in Claim 1, wherein the at least one transponder is associated with a visual representation by integrating the visual representation with its associated transponder.

6. (Currently amended) The method as in Claim 1, wherein the associated information comprises at least an application identifier to identify the user application to be invoked.

7. (Currently amended) The method as in Claim 1, wherein the associated information comprises content for use by the invoked user application in performing the function.

8. (Currently amended) The method as in Claim 1, wherein the associated information comprises at least an application identifier to identify the user application to be invoked, and content for use by the identified user application in performing the function.

9. (Previously presented) The method as in Claim 1, wherein activating at least one of the transponders comprises activating the transponder in response to the device being positioned within a wireless transmission range between a reader device associated with the device and the transponder.

10. (Original) The method as in Claim 9, further comprising enhancing the wireless transmission range by providing a separate power source at the transponder.

11. (Previously presented) The method as in Claim 1, wherein the transponders comprise radio frequency identification (RFID) tags and the wireless interrogation signal comprises an RFID signal.

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12. (Previously presented) The method as in Claim 11, wherein receiving the associated information from the activated transponder comprises receiving the associated information from the activated transponder by way of RFID backscattering.

13. (Currently amended) A method comprising:

   associating a visual representation for a user with one or more transponders having information associated therewith, wherein each visual representation identifies a targeted recipient of at least one person-to-person, communication function to be performed by a device upon machine-reading the associated transponder;

   activating at least one of the transponders via a wireless interrogation signal;

   receiving the associated information from the activated transponder in response to the wireless interrogation signal;

   invoking an application, identified at least in part by the information received from the activated transponder, wherein the application relates to the visual representation associated with the activated transponder;

   performing the communication function identified the visual representation associated with the activated transponder in response to execution of the invoked application; and

   establishing, in response to the invoked mobile application, an over-the-air (OTA) connection to a network.

14. (Original) The method as in Claim 13, wherein the invoked application comprises a Short Messaging Service (SMS) application, and wherein establishing an OTA connection to the network comprises transmitting an SMS push request, based at least in part on the content, to the network.

15. (Original) The method as in Claim 13, wherein the invoked application comprises a Multimedia Messaging Service (MMS) application, and wherein establishing an OTA

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connection to the network comprises transmitting an MMS push request, based at least in part on the content, to the network.

16. (Previously presented) The method as in Claim 13, wherein the invoked application comprises a mobile telephony application, and wherein establishing an OTA connection to the network comprises establishing via the network a mobile telephony connection between the device and one or more destination devices identified by the information provided by the respective transponder.

17. (Previously presented) The method as in Claim 13, wherein the invoked application comprises a push-to-talk (PTT) application, and wherein establishing an OTA connection to the network comprises establishing via the network a PTT connection between the device and one or more destination devices identified by the information provided by the respective transponder.

18. (Canceled).

19. (Original) The method as in Claim 13, wherein the invoked application comprises a Java download application, and wherein establishing an OTA connection to the network comprises transmitting a Java MIDlet request, based at least in part on the information provided by the transponder, to the network.

20. (Currently amended) A method comprising:

identifying at least one desired communication function among one or more visually-presented communication function identifiers for a user that visually communicate a targeted recipient of the communication function, wherein each of the visually-presented communication function identifiers is associated with at least one transponder storing information thereon;

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selecting the desired communication function ~~by~~ <u>in response to</u> positioning an RF reader proximate the corresponding visually-presented communication function identifier and consequently within a transmission range of the transponder associated with the desired communication function;

receiving the stored information from the transponder at a device via the RF reader;

activating at least one local application on the device in response to the stored information, wherein the local application performs a communication function relating to the visually-presented communication function identifier; and

communicating with at least one destination network element over the network using a mobile service facilitated by the activated local application.

21. (Previously presented) The method as in Claim 20, further comprising positioning the one or more visually-presented communication functions within the device user's residence at one or more locations available to the device user.

22. (Original) The method as in Claim 20, wherein the desired communication function comprises requesting health-related assistance, and wherein communicating with at least one destination network element comprises at least one of sending a message to or establishing a communication session with a designated health care facility.

23. (Original) The method as in Claim 20, wherein the desired communication function comprises requesting transmission of at least one message to the at least one destination network element, and wherein communicating with at least one destination network element comprises sending a message over the network to the at least one destination network element.

24. (Original) The method as in Claim 23, wherein sending a message over the network comprises any of sending an SMS message, an MMS message, and a Push-to-Talk (PTT) message to the at least one destination network element.

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25. (Original) The method as in Claim 23, wherein requesting transmission of at least one message comprises requesting transmission of at least one message to the at least one destination network element indicating acknowledgement of user consumption of a medicinal dose.

26. (Original) The method as in Claim 23, wherein requesting transmission of at least one message comprises requesting transmission of at least one message to the at least one destination network element to request assistance.

27. (Previously presented) The method as in Claim 20, wherein activating at least one local application on the device comprises activating at least one of an SMS application, an MMS application, and a PTT application.

28. (Previously presented) The method as in Claim 20, wherein the desired communication function comprises initiating a telephony session with the at least one destination network element, and wherein communicating with the at least one destination network element comprises communicating between the device and the destination network element via a cellular network.

29. (Original) The method as in Claim 20, further comprising recognizing, at an intermediary network element, a failure of the communication with the destination network element within a designated time period or by a designated time, and communicating information by the intermediary network element to one or more network destinations indicating the failure of the communication with the destination network element.

30. (Currently amended) A method comprising:

    providing one or more radio frequency identification (RFID) tags each associated with media having a visual representation for a user identifying a user application function

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to be ~~performed by~~ <u>invoked on</u> a device upon machine-reading the respective RFID tag <u>to perform a function identified by the visual representation</u>;

activating at least one RFID tag in response to an RFID activation signal;

receiving at least an application identifier and content from the activated RFID tag at the device when the device is within a backscatter transmission range of the RFID tag;

locating a local application on the device using the application identifier, wherein the local application ~~relates to~~ <u>corresponds to the user application identified by</u> the media <u>and</u> associated with its respective RFID tag;

providing the content to the local application; and

executing the local application using at least a portion of the content to perform the function identified by the media associated with the activated RFID tag.

31. (Currently amended) The method as in Claim 30, further comprising selecting, ~~by a user of the device,~~ at least one of the functions to be performed ~~by~~ <u>in response to</u> positioning the device proximate the media associated with the RFID tag of the function.

32. (Original) The method as in Claim 30, wherein the media comprises any one or more of textual indicia, one or more images, photographs, physical indicia perceivable by touch, and sound.

33. (Currently amended) The method as in Claim 30, further comprising configuring <u>the visual representations associated with the</u> one or more ~~of the~~ RFID tags to correspond to user interface elements of the device, and wherein <u>executing the local application to perform the function comprises emulate a user input function based on</u> the content received at the device ~~corresponds to content associated with the device user interface element for which the respective RFID tag is configured~~.

34. (Currently amended) The method as in Claim 33, wherein <u>the visual representations associated with</u> the one or more RFID tags are configured to correspond to at least one of a

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graphical user interface (GUI) menu of the device and to physical keyboard elements of the device.

35. (Currently amended) A system comprising:

one or more transponders associated with one or more items, each item having a visual representation for a user identifying a user application to be invoked on ~~an available communication function to be performed by~~ a device upon machine-reading the associated transponder to perform a function identified by the visual representation;

a device configured to be operable by a user, comprising:

a radio frequency reader module comprising a transceiver configured to send activation signals recognizable by the one or more transponders, and to receive at least an application identifier and content in response to one of the transponders being activated by the activation signals when the device is positioned proximate the item associated with that transponder;

a memory configured for storing one or more local applications and a reader application; and

a processor coupled to the memory and the radio frequency reader module, wherein the processor is configured to invoke at least one of the local applications corresponding to the user application visually represented by the transponder and identified by the application identifier received from the transponder and to provide the content to the identified local application as directed by the reader application, thereby performing the ~~communication~~ function identified by the visual representation associated with the activated transponder via the network.

36 – 39 (Cancelled).

40. (Currently amended) The system as in Claim 35 ~~39~~, wherein the one or more transponders emulate at least a portion of a graphical user interface (GUI) available on the device.

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41. (Original) The system as in Claim 40, wherein the one or more transponders emulate one or more of a GUI menu, GUI navigation indicia, and GUI links.

42. (Previously presented) The system as in Claim 39, wherein the one or more transponders emulate at least a portion of a hardware user interface available on the device.

43. (Previously presented) The system as in Claim 42, wherein the one or more transponders emulate a numeric keypad available on the device, and wherein the items associated with the transponders each depict a numeral of the numeric keypad available on the device.

44. (Canceled).

45. (Currently amended) A transponder device comprising:

a visual identifier for a user configured to visually depict a targeted recipient of a person-to-person communication function to be performed by a device upon machine-reading the transponder device;

a memory configured to store information including at least an application identifier relating to the visually depicted communication function;

an antenna circuit configured to receive a carrier signal from an RF reader device when the RF reader device is positioned proximate the visual identifier such that the RF reader device is within an RF communication range of the transponder device, and to transmit at least the application identifier via a backscattered signal to the RF reader device to enable an application identified by the application identifier to perform the visually depicted communication function.

46. (Original) The transponder device as in Claim 45, wherein the visual identifier comprises a representation of the communication function embodied on an item positioned to associate the item with the transponder device.

47. (Original) The transponder device as in Claim 45, wherein the transponder device comprises a selectable switch to facilitate selection of the application identifier and content to be provided by the transponder.

48. (Currently amended) An apparatus comprising:

a radio frequency reader configured to transmit an interrogation signal, and in response to the signal, to receive a radio frequency signal including information to invoke a specific application when the apparatus is positioned within a signal range of a transponder associated with a visual representation for a user identifying a targeted recipient of at least one person-to-person communication function to be performed by the apparatus upon reading the associated transponder;

a processor configured to invoke the identified application upon receiving the information from the transponder, and to perform the at least one communication function identified by the visual representation upon execution of the invoked application.

49. (Canceled)

50. (Currently amended) Computer-readable media having instructions stored thereon which are executable by a processing system by performing steps comprising:

receiving a radio frequency signal and obtaining therefrom application identification information;

invoking at least one application identified by the received application identification information, wherein the application relates to a visual representation for a user of that identifies a targeted recipient of a type of over-the-air connection for person-to-person

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communications, wherein the visual representation is associated with a device that originates the radio frequency signal; and

establishing the over-the-air connection to a network in response to invoking the at least one application, and performing a function identified by the visual representation associated with a source of the radio frequency signal and involving the type of over-the-air connection to the network.

51. (New) The computer-readable media of Claim 50, wherein the visual representation identifies one of a Short Messaging Service, a Multimedia Messaging Service, Push to Talk, voice telephony, and a Java MIDlet request.

52. (New) The transponder device as in Claim 45, wherein the visual identifier further visually depicts one of a Short Messaging Service, a Multimedia Messaging Service, Push to Talk, voice telephony, and a Java MIDlet request.

53. (New) An apparatus comprising:

a transponder having information associated therewith and

a visual representation for a user of a device, wherein the visual representation identifies a user application to be invoked at the device to perform a function identified by the visual representation upon machine-reading the transponder, wherein the transponder is configured to be activated via a wireless interrogation signal sent from the device, and wherein the associated information comprises an application identifier to identify the user application to be invoked, and content for use by the identified user application in performing the function, and wherein the transponder sends the associated information to the device in response to the wireless interrogation signal to invoke a local application at the device corresponding to the user application and identified by the application identifier to perform the function identified by the visual representation.

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54. (New) The apparatus as in Claim 53, wherein the function identified by the visual representation comprises establishing person-to-person communications with a targeted recipient identified by the visual representation.

55. (New) The apparatus as in Claim 54, wherein establishing person-to-person communications with a targeted recipient comprises communicating with a designated health care facility.

56. (New) The apparatus as in Claim 53, wherein the function identified by the visual representation comprises indicating acknowledgement of user consumption of a medicinal dose.

57. (New) The apparatus as in Claim 53, wherein the function identified by the visual representation comprises a user input function, and wherein the local application performs the user input function based on the content of the associated information sent to the device.